

Parameter (Units)	Your estimated value	Comment
Advertising Effectiveness, a (1/year)		
Adoption Fraction, i (dimensionless)		
Reference Price (\$/Unit) (Price at which fraction willing to adopt = 0)		
Useful Life of Product (years)		
Cost Reduction per Doubling of Experience (Dimensionless)		
Initial Experience (units)		

MIT OpenCourseWare
<http://ocw.mit.edu>

15.871 Introduction to System Dynamics
Fall 2013

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.